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DIGEST
JAY L. SMITH
EDITOR AND
PUBLISHER

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RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

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Republic Goes To JARO In Canada

By JAY L. SMITH

The opening of M-G-M's new Canadian Head Office in Toronto last week, was a most successful affair, with a host of dignitaries in attendance including His Worship, Mayor Phillips of Toronto, and from New York, Charles M. Reagan, Vice-President and General Sales Manager, Loew's Inc., and Charles E. Kurtzman of Loew's Theatres. A cocktail party marked the official opening, with Henry Nathanson and Hillis Cass, acting as hosts, ably assisted by Garfield Cass, Dorothy Wilson and Chet Friedman.

I particularly liked Henry Nathanson's statement in the M-G-M Special Supplement of last week's Digest, in which he stated "There are no 'prophets of doom' in the M-G-M organization, and we feel that the future is as bright and cheerful as our new building . . . The faith and optimism that we have in the future of the motion picture business is proven by the erection at this time of a permanent home for M-G-M Pictures in Toronto."

Both Nicholas Schenck and Charley Reagan, in their statements, also emphasized the confidence of M-G-M and Loew's Inc., in the future of our Industry, in Canada. This is the kind of confidence that we need at this time, and should go far to offset some of the gloom evident in other quarters.

I believe it was Nicholas Schenck who many years ago, during another "problem" period in our Industry, made the statement, which has been oft-repeated, that "There is nothing wrong with our Industry, that GOOD pictures cannot cure." This has been proven time

(Continued on Page 2)

Agreement Effective This Summer Frank Fisher JARO V-P Says

Frank H. Fisher, Vice-president and General Manager of J. Arthur Rank Film Distributors (Canada) Limited, announced the signing of a long-term distribution agreement throughout Canada for both the 35 mm. and 16 mm. product of Republic Pictures Corporation.

The agreement was negotiated on behalf of Republic Pictures by R. W. Altschuler, Vice-president and General Manager; Doug Yates, and Walter Manley, Republic's Canadian representative. For JARO, Frank Fisher, Vice-president and General Manager, C. Salmon, Vice-

(See REPUBLIC Page 6)

Sales Financing Hits Record High

A statistical report published by the Dominion Bureau of Statistics throws additional light on the problem confronting our industry today. The report dealing with Sales Financing is a clear indica-

(See FINANCING Page 3)

"Mister Roberts" Toasted On Sullivan's TV Show June 19

Warner Bros.' "Mister Roberts," the Joshua Logan-Thomas Heggen drama of men aboard a navy cargo vessel in the Pacific, will be saluted by Ed Sullivan's "Toast of the Town," on Sunday, June 19, in Eastern Canada over all CBC-TV stations, and subsequently in Western Canada.

The entire program will consist of scenes from the play and film clips of the motion picture. Henry Fonda, James Cagney and Jack Lemmon, all of whom are featured in the motion picture produc-

(See "ROBERTS" Page 2)

New Theatre For Melville, Sask.

Workmen went on the job of constructing the Paragon Theatre, in Melville, Sask., a few weeks ago, when excavation of the site on Main Street was started. Hugh Vassos (formerly associated with the Princess and Roxy Theatres in

(See MELVILLE Page 2)

JOLLEY ANNOUNCES NEW INDUSTRY MEET DATES

KING EDWARD HOTEL—TORONTO

Monday, October 31
MPTA of Ont. Annual Meeting
Reception Room . . . 9.30 a.m.
MPTA Luncheon . . . Crystal Ballroom

Tuesday, November 1
National Committee
Yellow Room . . . 9.30 a.m.
CMPDA Luncheon . . .

Wednesday, November 2
Industry Council
Yellow Room . . . 9.30 a.m.
Luncheon, courtesy Coca Cola

Thursday, November 3
Industry Council
Hall B. . . . 9.30 a.m.

E-U To Concentrate On U-I And Disney

A. W. Perry, president of Empire Universal Films, Limited, has announced the discontinuance of the release of Republic pictures in Canada at the expiration of their franchise July 31, 1955.

This terminates an association between Empire and Republic which started in 1940.

Empire Universal will continue to distribute Universal-International pictures, and the newly acquired franchise of Walt Disney Production. In release now are "Vanish-

(See E-U Page 2)

700 Houses Covered By Adfilms In Expanding Ad Films Program

Fred T. Stinson, president of Adfilms Limited, 77 York Street, Toronto, announced that at a recent meeting of the board of directors of Adfilms Limited, W. H. Hendren, Jr., and E. S. Washburn, president and vice-president respectively of United Film Service, Inc., Kansas City, Missouri, were elected directors. Mr. Hendren who is also first vice-president of Motion Picture Advertising of New Orleans and New York, has had 30 years' experience in Adfilms production and

(See ADFILMS Page 3)

Win Barron Attends Para Publicity Meet

Field exploitation plans for six forthcoming Paramount releases were discussed at two special meetings of field promotion representa-

(See BARRON Page 2)

C. R. B. Salmon, Vice-Pres. Odeon Theatres, announced that E. B. McConkey, Assistant Treasurer, has resigned as from June 10th, 1955. H. T. Blumsom, formerly Chief Accountant, is appointed Assistant Treasurer, and V. Mandvere and B. Longbottom are appointed Chief Accountant and Accountant respectively.

On the Beam

(Continued from Page 1)

after time, and will prove itself once again. However, there are a couple of additional factors that must be taken into consideration, also.

GOOD pictures are certainly the primary consideration, but these pictures must be supplied to the exhibitors at a rental they can afford, and the exhibitors in turn must do everything in their power, showmanship-wise, to exploit and sell these pictures to the public.

A number of theatres in Canada have changed hands over the past few years. Many exhibitors, who had derived a very profitable income from their theatres over a long period of years, have disposed of these theatres for various reasons, and in many instances to individuals who have had no previous experience in Show Business. New blood is essential to any business, including ours, but it is up to the distributors, who are the wholesalers of our Industry, to assist the exhibitors, who are the retailers, in the merchandising of their products, namely the pictures.

Almost every producing and distributing company in Canada today has its own publicity and exploitation department, headed by a sales promotion expert. These include men like Chet Friedman of M-G-M, Win Barron of Paramount, Irving Herman of Warners, Sam Glasier of 20th-Fox, Archie Laurie of United Artists, Walter Kennedy of Empire - Universal, Tommy Knight of JARO, and Larry Stephens at IFD. All are specialists in putting over exploitation campaigns on their respective companies' pictures.

While 99% of the campaigns are naturally slanted at key first-runs across the country, I think it might be a good idea for exhibitors in small towns to contact these men prior to their own engagements on important pictures, and find out just what kind of gimmicks the exploitation and publicity departments have come up with in the keys. Many times, some of these gimmicks, with minor changes, can be utilized to good advantage in the smaller situations as well.

I am certain that any of the men mentioned above, would be more than happy to spend a little time with any exhibitor that is willing to put himself out to put across a picture. Only through the co-operative enthusiasm of the distributor and the exhibitor can we hope to enthuse the public. For those exhibitors who cannot get into exchange centers prior to an engagement, a letter addressed to the publicity and exploitation departments of any of the distributors, or addressed personally to any of the men listed above, should get a prompt and courteous reply.

28 From 20th-Fox

With the number of releases from 20th Century-Fox in 1955 expected to hit 28, the company announced that 13 major, top-budgeted attractions will be placed in national release between June and October. Of the total, 12 are in CinemaScope and color, and one is a standard dimension release in black and white photography.

Famous & Loew's Div.

Marcus Loew's Theatres Ltd., Toronto, declared a dividend of $1 on the common stock for the second quarter of the year, payable June 30 to shareholders of record June 10, it was announced by Secretary G. R. Mackie.

Secretary Angus MacCunn also issued notice that Famous Players had declared a quarterly dividend at the increased rate of 37½ cents for payment June 29 to stockholders of June 3.

Perkins Exec. V-P.

James E. Perkins has been elected Vice-president of Paramount International Films, Inc., it was announced by Mr. George Weltner, in charge of world wide sales for Paramount.

Mr. Perkins, who will headquarter in New York, previously was Chairman and Managing director for Paramount International Films for the United Kingdom, with offices in London.

Variety Benefits

At their last monthly meeting the Toronto Variety Barkers were really on the receiving end with presentations from various theatre manager's groups of proceeds for Variety Village from benefit shows held recently.

On behalf of the Niagara association, Verd Marriott of St. Catharines handed over $900 from the performance at the Palace Theatre, St. Catharines. Tom Mascara, representing the Belleville and District Managers Association, presented $600, the proceeds from the annual show at Belleville.

Bob Knevels of Windsor attended the meeting where he presented $400 in behalf of the Essex County Theatres Association from the Variety Village show at the Windsor Capitol.

Republic Franchise Negotiated By . . .

C. R. B. SALMON, Vice-President, JARO.

FRANK FISHER, Vice-President and General Manager, JARO.

FRANK VAUGHAN, General Sales Manager, JARO.

WALTER MANLEY, Republic's Canadian Representative.

BARRON

(Continued from Page 1)

tives conducted over the weekend by Herb Steinberg, Paramount national exploitation manager. One meeting was held in Chicago last Saturday with Win Barron in attendance.

Pictures involved in the discussions included Bob Hope's "The Seven Little Foys," "We're No Angels," starring Humphrey Bogart and Joan Bennett; Dean Martin and Jerry Lewis' "You're Never Too Young," "The Girl Rush," starring Rosalind Russell, Fernando Lamas, Eddie Albert and Gloria DeHaven; Alfred Hitchcock's "To Catch a Thief," starring Cary Grant and Grace Kelly, and "Ulysses," starring Kirk Douglas and Silvana Mangano.

MELVILLE

(Continued from Page 1)

Melville), speaking for the company of which he is president, said that the new theatre would incorporate many new features, and would seat some 700 persons. The stage will be 50 feet by 20 feet so as to accommodate live talent shows as well as films. Barring unusual delays it is expected that the theatre will be ready to open by August 15th. We also understand that there is to be a raised-level second lobby from which patrons can stand and watch the picture, a cry or party room at balcony level, and love seats interspersed throughout the theatre.

E-U

(Continued from Page 1)

ing Prairie" and "20,000 Leagues Under the Sea."

Upcoming films are "Davy Crockett—King of the Wild Frontier," "Littlest Outlaw," "Lady and the Tramp," "Bear Country" and a special featurette — "Siam."

"ROBERTS"

(Continued from Page 1)

tion, will head the cast.

Also appearing on the show will be Leland Hayward, producer of the stage hit, and Mervyn LeRoy, producer-director of the motion picture.

Variety Ball Nite

The Toronto Variety benefit baseball game at Maple Leaf Stadium is scheduled for Monday night, Aug. 22, it is announced by Chief Barker Harry S. Mandell. The Havana Sugar Kings will oppose the Toronto Leafs on that occasion.

ADFILMS

(Continued from Page 1)

sales in the United States. During 1954 the "Screen Broadcast companies," United Film Service, Inc., and Motion Picture Advertising, outsold and outbilled their major competitors by a substantial margin. Canadian directors of Adfilms Limited are Fred T. Stinson, Mrs. Fred T. Stinson, wife of the president, and Jack A. Seed, Q.C., of Oakville, Ontario, a partner in the firm of Fennell, McLean and Seed.

Adfilms Limited has expanded its sales force during the past three years and now has resident representatives throughout Canada. Mr. Roy McCullough is Western Divisional manager and Mr. R. L. (Bob) Todd is Eastern Divisional manager with headquarters at London, Ontario. Both Mr. McCullough and Mr. Todd are experienced specialty salesmen, and both have trained representatives under their supervision. Mr. Claude Fitzpatrick of Amherst, N.S., is Maritimes sales representative. Ben Berube of Quebec City is Quebec provincial sales manager, responsible for sales and training. Geraldine Simpson is Adfilms' Montreal national sales representative.

From a small beginning in 1952 when they sold and serviced the Imperial Oil account in selected outdoor theatres, Adfilms Limited has expanded and now has more than 700 active accounts in conventional and outdoor theatres.

Of strong interest to exhibitors is the policy which Adfilms Limited inaugurated of selecting and training representatives to sell and service exhibitors in the territories in which the representatives reside. In this way the exhibitor is getting consistent revenue from his screen from both local and national advertisers.

MR. EXHIBITOR!!

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10940-122nd St. EDMONTON 8-2508

QUEBEC CITY 3-5755

Across the Country

Toronto and District

The Sunset Drive-In, near Waterloo, had an overnight robbery in which supplies and equipment valued at $100 were taken and a Toronto resident was later arrested on a charge of breaking and entering.

The Midway D-I near Port Hope, a unit of Premier Theatres, was robbed after a busy weekend when safe-crackers secured approximately $1,900 in cash.

• • •

Hamilton recently had an array of foreign-language features which continue to enjoy considerable popularity. The list comprised the following: Famous Players Downtown, "Miss Italia," with Gina Lollobrigida and "Ultimo Incontro," Cinema, "Ugetsu," Roxy, "I Falsari," and "Marechiaro," and the York, "Pia de Tolomei," and "Rigoletto."

• • •

Morris Snyder, former manager of the Centre Theatre, Pembroke, organized the Ottawa Valley Trade Fair which was staged during the week of May 30 in the Pembroke Memorial Community Centre, the features including bands, floor shows and many commercial displays.

Ottawa

The fine tribute paid to Hollywood's Metro-Goldwyn-Mayer, The Glass Slipper and its star, Leslie Caron, in the Evening Journal's editorial section, attracted considerable readership and a batch of appreciative letters to the editor. The Glass Slipper was currently at the Capitol Theatre.

• • •

Quite a run on George Formby pictures following the British comic's appearance here in the benefit show for Toronto's Variety Village. The Glebe Cinema, one of Fred Leavens' three neighborhood spots, played I Didn't Do it and Spare a Copper on a double bill to good business.

Maritimes

Wiggins Bros. are finally going ahead with construction of a Drive-In theatre on Manawagonish Road, Lancaster, N.B. There was considerable controversy between the Town Planning Commission and the residents of Quinton Heights suburb for a period of two years with regard to a permit being granted for this Drive-In. Permission has finally been obtained and the contract has been awarded to Acme Construction Company.

• • •

Mr. Harold Gaudet of Summerside, P.E.I., is a visitor to Film Row this week, also Mr. Lloyd Mason of Springhill and Mr. Guimont of Grand Falls. Mr. Burton and Mr. Fisher of St. Johns, Newfoundland, are also visiting Film Row this week inquiring regarding Drive-Ins. While nothing definite has been arranged, they are considering a Drive-In for Newfoundland. If so, this would be the first Drive-In theatre to be erected there.

• • •

Mr. M. S. Bernstein has been hospitalized with a virus infection. Ill for some time, he is now well on his way to recovery. Also hospitalized are Miss Margaret Golding of the Community Theatre, West St. John, and Mr. Graydon Matthews of the J. Arthur Rank office.

• • •

The Grand View Drive-In Theatre near Amherst, N.S., is scheduled to open Monday, June 6th. This is the third Drive-In theatre to be constructed by the F. G. Spencer Company. Kenney Construction Company of Yarmouth, N.S., were the builders and Mr. Edward Mullis, manager of the Spencer Company Amherst theatres, will have charge of this Drive-In.

(Continued on Page 6)

FINANCING

(Continued from Page 1)

tion that the pay envelope of the average Canadian is being gobbled up almost in its entirety for the basic necessities of life and for payments on housing, automobiles, TV sets, etc.

The figures shown in the report confirm one of the major reasons in the oft-repeated claim of Canadian exhibitors that the current drop in theatre attendance is due to the lack of spare cash in the pockets of Canadian families.

One of the most interesting highlights in the Bureau's report is the statement that "there was a reduction in all commodity groupings with the exception of radio and television sets where an increase of 13.6% was reported in the amount of financing." There was a small drop for other commodities between 1953 and 1954.

The drop shown for 1954, a drop of 15.8%, is the first decline after the record increases in 1950, 1951 and 1953. Sales financing for 1954 totalled $793,624,000, against $942,746,000 in 1953. Despite the drop in 1954, sales financing and acceptance companies had $646,865,000 outstanding on their books, a decrease of only 7.1%. An official of a Toronto financing company when queried on this subject stated that this was indicative of a slowing down of payments due to over-buying on the part of the public, and the rise in unemployment.

The spectacular rise in sales financing in this country is shown in a table attached to the report. In 1941 — $100,277,000; 1951 — $467,302,000; and in 1954 up to $793,624,000.

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BATTLE CRY

THE BOXOFFICE BLOCK-BUSTER OF OU
RECORD-SETTER FOR THE INDUSTRY!

EAST OF EDE

EVERY CANADIAN ENGAGEMENT A SMA
EAST -- 'EAST OF EDEN' WILL BE THE

STRANGE LADY

A REMARKABLE PICTURE ABOUT A VE
NEVER LETS UP WHEN THAT LOVELY

THE SEA CH

SOON! DANGER AFTER JOHN WAYNE
OF EXCITEMENT! SEARCH THE SEVEN

WARNER BROS!

"BATTLE CRY"
Starring
VAN HEFLIN · ALDO RAY
MONA FREEMAN · NANCY OLSON
JAMES WHITMORE · RAYMOND MASSEY
TAB HUNTER · DOROTHY MALONE · ANNE FRANCIS
Screen Play by LEON M. URIS · Directed by RAOUL WALSH
Original Music by Max Steiner
WARNERCOLOR · STEREOPHONIC SOUND
CINEMASCOPE

JOHN ST
"EAST O
An ELIA KA
JULIE HARRIS · JAME
with BURL IVES · RICHARD
Screen Play by PAUL OSB
WARNERCOLO
CINE

R DAY! HOLD-OVERS ALL OVER CANADA! A ROARING

SH! EVERY REVIEW A RAVE! NORTH, SOUTH, WEST AND
SENSATION-PICTURE OF THIS YEAR!

RY REMARKABLE LADY! -- A BLAZE OF EXCITEMENT THAT
ADY LETS HER RED HAIR DOWN!

WAYNE AFTER LANA TURNER -- WAVE AFTER WAVE
EAS -- YOU WON'T FIND THE LIKE OF IT!

NBECK'S
F EDEN"
AN Production
DEAN · RAYMOND MASSEY
AH FLEET · ALBERT DEKKER · LOIS SMITH
Directed by ELIA KAZAN
Color by Technicolor
STEREOPHONIC SOUND
ASCOPE

"STRANGE LADY IN TOWN"
Starring
GREER GARSON · DANA ANDREWS
Produced and Directed by MERVYN LeROY
Co-Starring CAMERON MITCHELL LOIS SMITH with WALTER HAMPDEN
GONZALEZ GONZALEZ · Story and Screen Play by Frank Butler
Music Composed and Conducted by Dimitri Tiomkin
WARNERCOLOR · STEREOPHONIC SOUND
CINEMASCOPE

JOHN WAYNE · LANA TURNER
In "THE SEA CHASE"
Also Starring
DAVID FARRAR · LYLE BETTGER · TAB HUNTER
with James Arness · Dick Davalos
Screen Play by James Warner Bellah and John Twist
DIRECTED BY JOHN FARROW
WARNERCOLOR · STEREOPHONIC SOUND
CINEMASCOPE

Across the Country

(Continued from Page 3)

Winnipeg

Congratulations to Earl Fainblit, MGM booker, on his engagement to Miss Chris Kroman of Minneapolis. The wedding is to take place in Minneapolis on June 25th.

• • •

"Children of Love" is now playing its fourth downtown week, having been at the Dominion Theatre for three weeks, and now at the Rialto Theatre.

• • •

Work on the Blue Moon Drive-In at Morden, Man., is going ahead rapidly. The Blue Moon, being constructed by Emil Schmidt, will hold between 300 and 500 cars, and will have a CinemaScope screen.

• • •

The Beacon Theatre, Winnipeg, has opened its "Sidewalk Service" making it unnecessary to enter the theatre to purchase ice cream, popcorn, bars, etc.

• • •

The Manitoba Motion Picture Exhibitors' Association will hold its Annual Dinner at the Marlborough Hotel, Winnipeg, on Monday, June 13th.

Vancouver

Penticton interests have started construction of a 400-car, $65,000 drive-in at the interior fruit centre. It will be competition to the Pines Drive-In at Penticton.

• • •

Bert Porter, formerly of Kamloops, was appointed manager-projectionist at the Salmar, Salmon Arm. The house is a community proposition.

• • •

Agnes Dalgleish, 73, mother of Earl Dalgleish, Warner Bros. B.C. manager, and Gordon Dalgleish, Park projectionist, passed away after a long illness. Both sons are members of the Vancouver branch of Canadian Picture Pioneers.

• • •

The distributors are expected to move into the new film building late this month. It is three miles from the theatre district and built by Jack Aceman, owner of the Avon, Vancouver, and the Rio, Victoria.

REPUBLIC FRANCHISE TO JARO

(Continued from Page 1)

president and Frank Vaughan, JARO's General Sales Manager.

Frank H. Fisher said . . . " It is impossible to conceal our pride of this new association in Canada, which represents another milestone in both Organizations' world-wide friendly collaboration and especially in view of Republic Pictures' impressive array of forth-coming pictures."

We feel that it is appropriate to repeat Herbert J. Yates, President, Republic Pictures Corporation, statement made earlier this year: "My optimism for the future of motion pictures is expressed by putting more money into expansion and production at Republic for 1955, than at any time in the history of the Company." Therefore, through JARO's service and sales, etc., Republic has accepted the challenge to deliver the big pictures exhibitors want — when exhibitors need them most — with a guarantee of consistent and regular release throughout 1955-56 of the greatest number of top money productions in Republic's twenty years of picture making!

Walter H. Manley, Republic's Canadian Representatives, said: "It has long been known by my head Office and Exhibitors alike that JARO is the most publicity minded company in Canada, not only through their large national advertising schedule, but by their all-out effort to give service of individual and personalized attention to each account and through this new agreement Republic Pictures exhibitor partners will be able to take advantage of this specialized service. Because of the friendship between our two organizations throughout the world it was only natural that Republic Pictures Corporation and JARO have joined forces to give top service to all accounts."

The Company which produced the Oscar-winning and box-office record breaker "The Quiet Man" has announced an impressive motion picture schedule for the 1955-56 period containing top stars, with top producers, top directors and top stories.

Of the 24 pictures scheduled for release in 1955-56, twelve are in colour — adventure, drama and comedy is the theme of this product to give the exhibitor a diversified and quality filled motion picture program.

Going into release for both 35 mm. and 16 mm. accounts are: "Magic Fire" starring Yvonne De Carlo in Trucolor; "The Last Command" in Trucolor, starring Sterling Hayden and Richard Carlson; "The Hostage" with Ray Milland and Mary Murphy, in Trucolor; "Come Next Spring", starring Steve Cochran and Ann Sheridan in Trucolor; "The Long Watch", adventure epic of the year in Trucolor; "Annie Jordan" in Trucolor from Mary Brinker Post's best-selling novel of the Seattle Waterfront; "The Maverick Queen," in Trucolor one of Zane Grey's greatest outdoor stories and "Jessie James Was My Neighbour" in Trucolor.

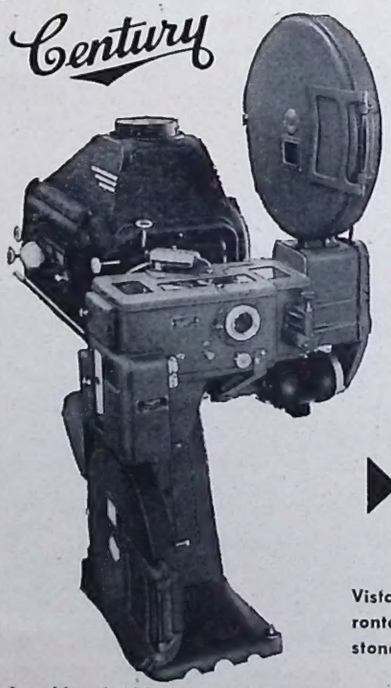
"Headline Hunters" with Rod Cameron and Julie Bishop; "Lay That Rifle Down" with Judy Canova and Robert Lowery; "Jaguar" with Sabu, Chiquita and Barton MacLane; "Mystery of the Black Jungle" starring Lex Barker and Flora Maxwell; "Tangabuku," filmed on location in the last wild frontier of Africa; "The Vanishing American" starring Scott Brady and Audrey Totter; "Twinkle in God's Eye" with Mickey Rooney, Coleen Gray and Hugh O'Brian and "Man to Man" a stirring dramatic story of the great American turf starring Rod Cameron and Ben Cooper.

In addition to "The Hostage," Ray Milland has recently signed a contract to produce, direct and or star for 4 top budget pictures in Hollywood for Republic.

REPUBLIC'S BIG ONES

SCENES FROM SOME OF REPUBLIC's UP-COMING RELEASES. Top left: "Jaguar". Top right: Silvana Pampanini starring in "Don Juan's Night of Love". Centre: Mary Murphy and Ray Milland in "The Hostage"; Yvonne De Carlo and a scene from "Twinkle In God's Eye" starring Mickey Rooney. Bottom: the star of "Marty" Ernest Borgnine starring in "The Last Command"; the stars of "Magic Fire", Yvonne De Carlo, Rita Gam,, Valentina Cortese and Alan Badel who plays Richard Wagner; "Circus Girl" starring Kerima.

Century



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The installation of the new Century VistaVision HORIZONTAL Projectors in Toronto's Imperial Theatre marks a great milestone in Canada's best entertainment.

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GUINNESS IS GOOD FOR THAT AILING BOX OFFICE!

WHEE-EE-EE!

THE LAUGHTER IS SIMPLY OUTRAGEOUS!
THE ROMANCE IS STRICTLY CONTAGIOUS!

ALEC GUINNESS

in his First Technicolor Comedy Hit

featuring **ODILE VERSOIS**

sexsational enchantress of "Chance Meeting"

"TO PARIS WITH LOVE"

COLOR BY TECHNICOLOR

Another smash hit from **JARO**

Chatter... That Could Matter!

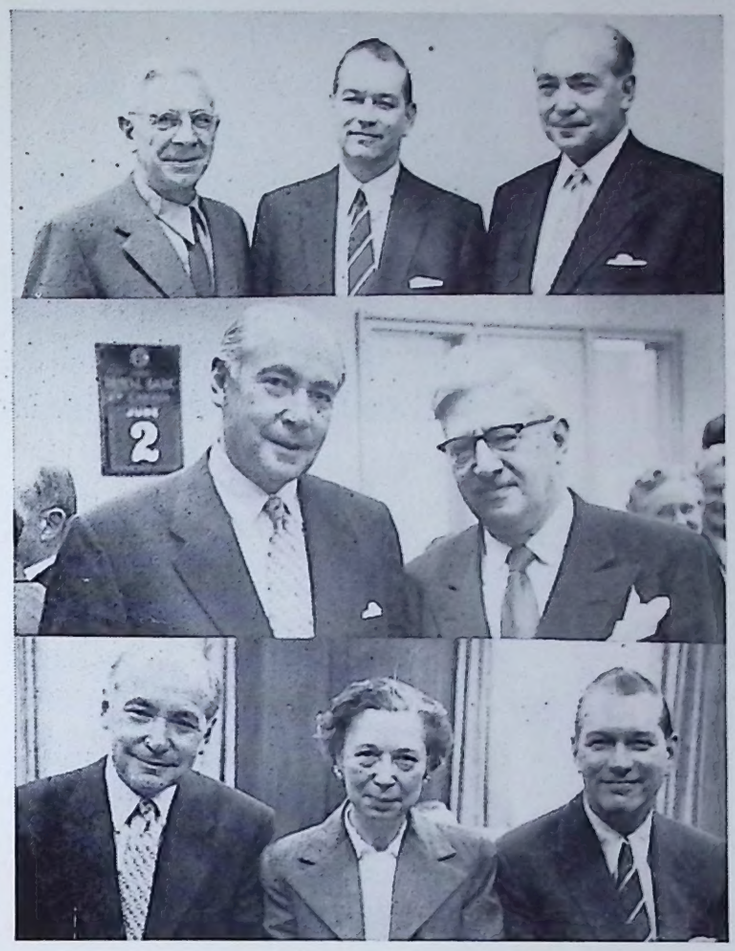
By MAX CHIC

A report in this column that the **Westwood,** Toronto would become part of the **Downtown** run was confirmed this week . . . the **Avalon** and **Major St. Clair,** Toronto have shuttered their doors . . . this was a marrying week with **Joe Marks's** daughter and **Henri Davidson,** the voice of **20th-Fox** both tieing the knots at **Holy Blossom Temple** last Sunday.

Tom Johnson, recently appointed **National Film Board** Director of Publicity was in Toronto for a short visit . . . at a coffee klatch with **Mildred Stein** and **Johnson** we learnt that the **NFB's** new Montreal headquarters will be ready next spring with some departments starting the move shortly after the first of the year.

The official opening of the new **MGM** exchange building in Toronto last Thursday was a gala affair with practically everybody in attendance . . . some of the people we saw there were, **Gordon Lightstone, John Heggie, Al Troyler, Dave Griesdorf, Herb Mathers, Clare Appel, George Heiber, Mayor Phillips, N. A. Taylor, Ted Forsythe, Al Iscove, Harvey Hunt, Frank Vaughan, Jerry Collins, Jack Fine, Sam Bloom, Arthur Silverstone, Peter Myers, Guy Upjohn, Charlie Cashman, Rube Bolstad, Myer Axler, Ben Geldsaler, Harolf Pfaff,** the **Okun** brothers, **Morris Stein, Raoul Auerbach, Irving Herman, Archie Laurie, Bob Eves, Dan Krendell, Bill O'Neil, Ben Freedman, Jack Labow, Myer Nackimson, Alex Metcalfe, Frank Fisher, Chris Salmon, Tiff Cooke, Bill Summerville Jr., Harvey Harnick, Lou Rosenfeld, Bob Myers, Russ Simpson, Stan Helleur, Ken Johnson, Alex Barris, Jim Hardiman, Bert Brown, Len Bishop, Doug Rosen, Charles Chaplin, Sam Fingold, Ralph Dale, Jack Clarke, Herb Allen, Harry Mandell, Lionel Lester, Joe Bermac, Jack Roher, Al Perley** and **Nicky Langston.**

Harold Patte, one of our favorite bookers has been ill but is now on the mend . . . **Raoul Auerbach** at the **MGM** do wanted to know since when is SIN BAD . . . saw **Carl Peppercorn** in the **Brown Derby** last week . . . the trade screening of Mister Roberts" a tremendous success . . . **Warner Bros.** have a sure-fire winner in this one.



MGM's NEW EXCHANGE BUILDING OPENED. Top: Jack Hunter, Charles Reagan and Henry Nathanson. Centre: Mr. Nathanson and Mayor Phillips. Bottom: Mr. Nathanson, Edna Smythe and Mr. Reagan. —Photos by Len Bishop

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
3rd wk. Strategic Air Command (Para.) VistaVision & Tech. with James Stewart.

SHEA'S
3rd wk. Daddy Long Legs (20th-Fox) C'Scope & Color with Fred Astaire.

UNIVERSITY & EGLINTON
Escape to Burma (RKO) Tech. with Barbara Stanwyck.

LOEW'S
2nd wk. The Prodigal (MGM) C'Scope & Color with Stewart Granger.

ODEON & FAIRLAWN
A Prize of Gold (Col.) Tech. with Richard Widmark.

HYLAND & CHRISTIE
2nd wk. The Divided Heart (JARO) with Cornell Borchers.

DOWNTOWN
They Rode West (Col.) & Conquest of Space (Para.).

MONTREAL

CAPITOL
The End of the Affair (Col.) with Deborah Kerr and Van Johnson.

LOEW'S
East of Eden (WB) C'Scope & Color with James Dean.

PALACE
Violent Saturday (20th-Fox) C'Scope with Victor Mature and Richard Egan.

PRINCESS
Revenge of the Creature (E-U) with John Agar.

KENT
2nd wk. The Divided Heart (JARO) with Cornell Borchers.

AVENUE
5th wk. To Paris with Love (JARO) Tech. with Alec Guinness.

WINNIPEG

CAPITOL
The End of the Affair (Col.) with Deborah Kerr & Van Johnson.

MET
Underwater (RKO) Tech. with Jane Russell.

ODEON
2nd wk. East of Eden (WB) C'Scope & WarnerColor with James Dean.

CALGARY

CAPITOL
The Prodigal (MGM) C'Scope & Color with Lana Turner.

UPTOWN
The Sea Chase (WB) C'Scope & WarnerColor with John Wayne & Lana Turner.

VANCOUVER

VOGUE
Three for the Show (Col.) C'Scope and Tech. with Betty Grable.

CAPITOL
Daddy Long Legs (20th-Fox) C'Scope & DeLuxe Color with Fred Astaire.

ORPHEUM
Prize of Gold (Col.) with Richard Widmark.

STRAND
Escape to Burma (RKO) Tech. with Barbara Stanwyck.

ST. JOHN

PARAMOUNT
Blackboard Jungle (MGM) with Glenn Ford.

CAPITOL
A Prize of Gold (Col.) Tech. with Richard Widmark.

STRAND
Strange Lady In Town (WB) C'Scope & WarnerColor with Greer Garson.

STUDIO ROUND-UP

John Gilling signed to direct "The Gamma People," science-fiction story with locale in the Alps for release by **Columbia. E-U's** "This Island Earth" scheduled to play 900 theatres in 30-day period after the June 10 premiere in New York.

JARO enters "The Young Lovers" for the Berlin International Film Festival to be held the end of June. **MGM** assigns **George Nichols** to do intensive publicity campaigns on their forthcoming releases "The Last Hunt," "Somebody Up There Likes Me," and "Something of Value."

Swedish-born actress **May Britt** will appear in the **Paramount** release "War and Peace," a **Vista-Vision** production with **Audrey Hepburn, Henry Fonda** and **Mel Ferrer. Republic's** "Come Next Spring" on location in Sacramento with **Anne Sheridan** and **Steve Cochran.**

Gale Robbins joins **Ray Milland** and **Farley Granger** in cast of **20th Fox's C'Scope** drama "The Girl in the Red Velvet Swing." Town of Bend, Oregon, is the scene of great activity as **UA** starts work on their million-dollar epic "Indian Fighter," starring **Kirk Douglas.**

Phil Harris handed important role in **William Wellman's** "Goodbye, My Lady," for **Warner Bros. Alec Guinness'** next for **JARO** will be the comedy "Lady Killers" in which he portrays the role of head of a bunch of crooks, who rob a bank and then hole up in a boarding house run by a pretty wise old lady.

BARNEY BROOKLER, former WB Winnipeg salesman, is managing the newly formed Associated Theatre Services, a buying and booking agency in Winnipeg.

J. ARTHUR RANK

is pleased to announce the first Canadian edition of

"tips"

IS NOW SOLD OUT!

STARTING THIS SEPTEMBER a steady flow of profitable advertising films will be released to selected theatres across Canada. The first issue of "TIPS"—a high quality participation film featuring national advertisers and well known Canadian artists is already sold out. Subsequent issues are well advanced. There is an exciting audience participation feature in "TIPS" whereby patrons win $100. for each of the three tips accepted by us for every issue.

Apart from offering a steady source of additional revenue to theatre owners, audience surveys conducted by an independent research organization showed overwhelming approval for the remarkably high quality and entertainment value of these films. Both French and English versions are available.

Representatives are at present signing agreements with selected theatres. If you would like to share in Canada's fastest growing new advertising, get in touch with your local J. ARTHUR RANK FILM EXCHANGE, or write directly to us in Toronto.

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